

:-o A CONVERSATION ABOUT INTERACTIVE  
ENTERTAINMENT EXPERIENCES ON  
INSTANT MESSAGING DEVICES

From mad texting that incites political revolutions to alien-fish swapping games, the usefulness, richness, and whimsy found in the world of instant messaging is often lost on North American audiences. This panel demystifies (and reasserts) the fun everyone is having in Asia, Europe, and, yes, in some pockets of North America with AIM, ICQ, and Messenger, and their cell phones, cybikos, PDAs, and devices that can easily fit into a jean-jacket pocket.

*Ana Serrano*

Ana Serrano is director of Bell h@bitat, the new media training facility at the Canadian Film Centre, a world-renowned film, television, and new media institute established by Norman Jewison. She oversees the strategic planning, programme design, and fiscal development of all of the centre's new media initiatives, including creation of interactive narrative prototypes through the centre's New Media Design Programme. She was formerly the first associate at Digital 4Sight, a think tank and consulting firm founded by Don Tapscott, where she developed new media products and produced the company's first knowledge management toolkit. Featured as one of MacLean Magazine's Top 100 Canadians To Watch in the year 2000, she has recently produced the Great Canadian Story Engine Project, an oral history Web site of personal Canadian stories.

She is a member of the boards of the Canadian Conference on the Arts, Women in Film and Television, the New Media Advisory Committee of the Canadian Film and Television Production Association, and the Muriel Cooper Prize Council at the Design Management Institute. She frequently speaks at new media and film festivals throughout the world about the emerging realm of interactive and networked digital storytelling.

*Erin Lemon*

Erin Lemon is a research analyst at Digital 4Sight, a research and consulting firm specializing in business-model innovation for the digital economy. Her background is in the history and impact of technology adoption, and her areas of expertise include the mobile Internet and telematics. She is currently working on a multi-year research program entitled The Hypernet Revolution: Business Model Innovation in the Mobile Economy, which examines the social and economic impact of pervasive and ubiquitous computing.

*Kim Binsted*

Kim Binsted is one of the leading authorities on artificial intelligence (AI) and human-computer interaction (HCI), particularly as they pertain to character and humour. Her dissertation, Machine Humour: An Implemented Model of Puns, earned her notice in the international media, and she has since been featured in magazines such as Wired and Interview, and on television shows such as the BBC's Tomorrow's World. Her many high-profile appearances include a panel on computational humour at Stanford University with Marvin Minsky, Douglas Hofstadter, and Steve Martin and being the plenary speaker at Computer-Human Interaction 2000.

*Moderator*

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*Panelists*

KIM BINSTED  
i-Chara Inc.  
  
TOM FREELAND  
Cybiko, Inc.

ERIN LEMON  
Digital 4Sight

NEIL YOUNG  
Electronic Arts Inc.

In Japan, she was a researcher at the Kansai Advanced Research Center and at the Sony Computer Science Laboratories, where she worked on emotionally-responsive HCI. Past projects include BOKE (a Japanese pun generator), Byrne (an expressive talking-head football commentator), HyperMask (a wearable animated face for live performance), and Danger Hamster 2000 (an expressive character in an unpredictable environment). She has a PhD in AI from the University of Edinburgh and a BSc in physics from McGill University.

*Neil Young*

Neil Young, vice president and executive in charge of production at Electronic, is the creator and driving force behind "Majestic," to which he brings more than 10 years of successful interactive entertainment experience and knowledge. He began his career in the interactive entertainment industry in 1988, when he was a programmer and producer at Imagitec, a small British development company, where he worked on platform conversions for games developed by Electronic Arts, ORIGIN Systems, Microprose, and Mindscape. He joined the staff at Probe Software in 1990 as a senior producer, working on a wide variety of titles for Acclaim, Sega, Hudson, USGold, and Virgin Interactive.

In 1992, he moved to the United States and was promoted to vice president for product development at Virgin Interactive. Five years later, he was named vice president and general manager of ORIGIN Systems, a subsidiary of Electronic Arts, where he supervised the launch of the highly successful Ultima Online. In 1999, he assumed his current position at Electronic Arts, where he is currently creating next-generation interactive content for EA.com.

*Tom Freeland*

While studying information technology at the Rochester Institute of Technology, Tom Freeland founded and became president of the Information Student Technology Organization. He also pieced together a virtual reality system and developed multimedia for the hearing impaired. Soon afterward, he brought music to life for the hearing impaired when he created a software package that allows MIDI music to be seen in artful dynamic shapes and colors. He then pursued multimedia design and development, first at Xerox Corporation and then at KLS Studios, where he was the instrumental developer in a team that created a CD-ROM that won an international award from Grafis. As director of game design at Cybiko, Inc., he maintains an unofficial world record of releasing one game every day for the company's wireless computer.